



Impact Of Advertisement On Customer Buying Decision With Mediating Effect Of Attention

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ABSTRACT

This paper focuses on the position and effect of publicity on buyers' purchasing behaviour in central India. Many companies pay full attention to ads and their goods and services through compelling media, which has adverse effects on their sales volume performance. They are not giving too much attention to a lot amount for advertisement in their annual budget for proper marketing and attracting or/and influencing targeted buyers'. With the help of advanced technological support, advertisements play a prime role in this competitive environment, that's the key requirement of the study. Survey research design to be adopted and involves a structured questionnaire for data collection and multiple correlation statistical tools to be applied. There is an excellent/meaningful and optimistic relationship between independent variables' emotional response, the environmental response to the brand, brand recognition and stimulating advertisement, and buyers' behaviour variable. The statistically significant proportion of all the independent variables has a favourable relationship with the buyer's purchase behaviour. The findings states, consumer must be thoroughly reached to understand their consumption pattern and actions towards goods and services if a successful advertisement needs a location. Their emotions strongly influence efforts that contribute directly to publicity, such as the support of consumers.

Keywords: Advertising, emotional response, Buyers' behaviour, consumer, environmental response.

Introduction

In advertisements, newspapers, the internet, songs, animations, photographs, magazines, movies and billboards, the influence of mass media is felt everywhere in the world. Publicity is the medium which has an enduring influence on viewers' minds as their exposure is much broader (Katke, 2007). The necessary means of communication between the seller and the consumer is an advertisement. Advertisement is the primary way to meet the seller and thus, the consumer. Advertising may be one of 4ps in a marketing mix that includes commodities a subset of the promotional mix, price, position and promotion Advertising can be a promotional tactic that is a serious weapon in the buyer's mind to build product awareness and require purchase decision. Ads, advertising and PR are instruments of mass marketing used by advertisers. Advertising influences the viewer through mass media, but tv has a wide scope and is the best advertising medium. Advertising will affect the attitude of individual behaviour and lifestyle at the end of the day, even because of the country's culture (Latif & Abideen, 2011). By engaging in promotional efforts to compete in a consumer market dominated by advertisements, an organization will improve the brand of a product (Hussainy, Riaz, Kazi & Hirani, 2008). The first goal of the advertiser is to thrive and affect the perception, mindset and purchasing behaviour of customers. Their primary concern is to retain the trust of individuals in their brand through promotional expenditure. They also had to consider what affected the actions of consumers. Advertising has the power to lead to customer brand preference (Latif & Abideen, 2011). It impacts the actions of customers. In people's memory, the advertisement influence on brands also varies. Brand memories involve all connections that are connected to the name in the memory of the user. This knowledge of the brand affects assessments, assessments and final purchases (Romaniuk & Sharp, 2003). Consumer behaviour and effective advertising

should be analyzed, to explain why people react differently under those conditions. And it is essential to understand the factors influencing customer comportement, including economic, social and psychological aspects (Ayanwale, Alimi & Ayabinpe, 2005). Facebook also creates ads with romantic relationships with consumers. Positive emotional appeals often have important categorization and stimulate categorization-based treatment (Abideen & Latif, 2011). In this category, the power and values in memory are successfully classified to the target itself. When the customers face thousands of items, the brand affiliation can be classified into the dominant memory, and their memory can be repositioned to the brand picture and new product position. During this process, they will identify the new data brand and shore accordingly. Some businesses don't sell their products, and this harms their production in terms of retail sales. Others use various advertising networks, such as TV, Facebook, newspapers, posters, magazines and other media to convey their product messages. Companies spend a substantial part of their budget on advertising campaigns to promote their products/services. The actions of customers who buy such promotional tactics (Abideen & Latiff, 2011). It revealed that motivational factors, Retail outlets attributes and consumer buying attributes the dimensions can be contributed for encouraging retail market (Gomes, Gain & Thakkar, 2024).

Objectives of the research study

This analysis aims to establish the influence of ads on customer purchasing patterns. In specific words, the research aims to:

1. Identify the effect of subjective responses on the spending actions of buyers.
2. Determine the effects on the buyers' purchasing behaviour of the environmental reaction to the brand.
3. Determine the effect on buyers' purchasing behaviour of brand name recognition
4. Identify the effects on buyers' purchasing habits of induced ads.

By conducting the standardized questionnaire sent to the sampled respondents for the analysis on a five-point Likert scale, the study followed a survey test style.

Limitations of the study

The user population is not known. Although the exact number of customers in the district cannot be determined since there are no updated current records, the standard sampling method was used. The outcome cannot be generalized. There is no possibility of estimating the representativeness of the selected samples during this sampling design. Statistical Modeling: An additional challenge was the statistical simulation of ads' determinants on customer purchasing behaviour. The variables' simulation was too repetitive for the researcher (emotional reactions, environmental reactions, brand recognition and induced ads). The technological design of the analysis, therefore, often restricts the study under study.

Advertising and Buyers' Buying Competence

“Advertising: Advertising can be a subset of a promotional mix, containing commodity, price, position and promotion, which is one of the 4 parts of the marketing mix. Advertising can be a sales technique used to build market awareness of goods to require buying decision-making (Latif & Abideen, 2011). It's a networking mechanism that advertisers use. Advertising changes the beliefs, habits and lifestyles of people. It is one of the key points of contact between the manufacturer and the user of the products. They need to invest in their promotional efforts, especially ads, for a corporate product to be a registered brand (Hussein et al, 2008). Latif and Abideen (2011) have concluded that ads will lead to customer brand preference. Arens (1996) defined advertising as a communication system, a marketing mechanism, a process, a human process, a PR method or knowledge and persuasion process. Dunn and Barban (1987) described commercials by business entities, non-profit organizations and persons listed in the advertising message as payments, non-personal contact in various media, and the hope of persuading public members. Morden, 1991 (as reported in Zainul-Abideen, 2012)) presumed that the promotional message was intended to assess and generate information on the basic knowledge of the products or services in the minds of the potential purchaser. Advertising as a sales tactic offers a severe Method of sensitizing the commodity and deciding whether to buy a potential customer (Ayanwale et al., 2005; Adeleat, Chang, Lanchndorfer, Lee & Morimoto, 2003). Advertising may be a pay-for-person tool for selling ideas, beliefs, goods or services and information through the media through a defined operation (Ayanwale et al., 2005; Bovee, Thill; Dorel & Wood, 1995). TV ads enable publicity messages to be successful for a wide range of audiences or customers and are one of the simplest advertising mediums, particularly for products and services, organizations, ideas, etc.

Buyers' Buying Competence: Buyer's conduct is characterized by mental, emotional and physical acts in which people choose, purchase and use products and services that fulfil their needs and desires (Schiffman & Kanuk, 2009). This includes the buying and other consumer practices of persons involved in the exchange process. Solomon, Bamossy, Askegaard and Hogg defined consumer behaviour as a methodology of gathering, buying, using, and removing products, services, ideas and experiences from individuals or groups to fulfil the needs and wishes of individuals and groups. Economic factors like sales patterns, complementary item costs, replacement products and demand elasticity are influenced by customer buying patterns (Abraham, 1997; Kotler; Weng, Sanders & Armstrong 2001). Mental values, actions and learning suffer as well (Kotler et al., 2001). Consumers' behaviour is influenced by social and cultural factors that influence the buying decisions

but choose the type of product to be purchased. Jerome & McCarthy, 2005; Perault, 2005). (Arnould & Thompson, 2005).

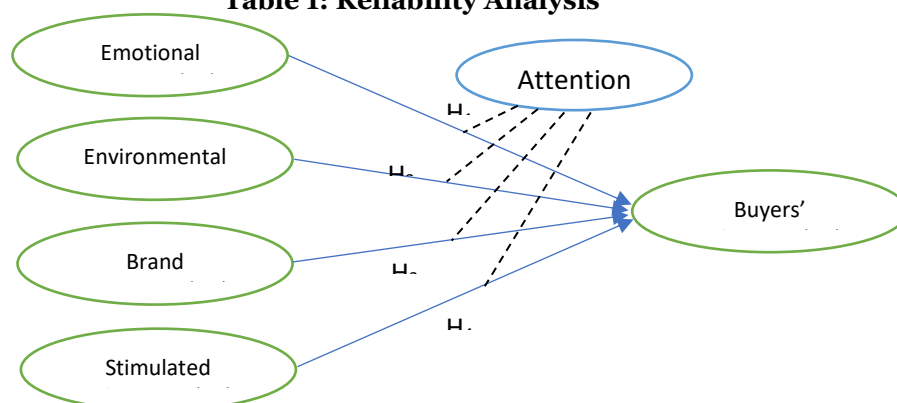
Advertisement is one of the most robust and emotionally motivating customers to shop for integrated marketing communication (Moore, 2004). The essence of advertising is brand awareness, preference and choice of products or services. Advertising attitudes are the most crucial theory in marketing and advertising research. Advertising attitudes influence consumer attitudes towards the brand up to the purchase point (Goldsmith & Lafferty, 2002). Since advertising seeks to establish a positive approach to publicity and, ultimately, the brand, a positive emotional response to a billboard may also be the most straightforward indicator of good advertising (Goldsmith & Lafferty, 2002). That is why advertisements are essential to convince people to buy products and raise awareness (Bymolt, Claasen, & Brus, 1998). Another part of excellent publicity that provides an emotional reaction is the consumer's readiness to remember brand advertising (Goldsmith & Lafferty, 2002). The extent to which consumers make decisions relating to products depends on the relative importance of recognizing a brand name which can contribute to brand awareness. Brand awareness helps ensure that advertisements have a competitive advantage over other brands not readily remembered (Goldsmith & Lafferty, 2002). Positive publicity attitudes tend to create publicity rather than negative attitudes towards the brand (Goldsmith & Lafferty, 2002). In several buying circumstances, Cue has found it necessary to remember a brand ad and find any buyer's brand name when different features are applied to a brand that sets up a Brand Association (Romanuik & Sharp, 2004). Emotional advertisement is the most effective tool because it facilitates emotional reaction to the product (Brassington & Petitt, 2001). Environmental response Consumers are given those types of knowledge to sell products and services .

Environmental reaction (Adelaar et al., 2003). The business gives clients different media experience types that are used to facilitate the sale of related products or services (Adelaar et al., 2003). At the time of purchase, specific marketing research has sought to explain the effect of various environmental factors such as the atmosphere in retail stores and background music. (1998: Borne and Morris). Feeling modalities like sound, vision and touch can impact the user experience. The training speed will affect the user experience. The training rate will influence users to obtain publicity information (Morris & Borne, 1998). They are portrayed in the environmental, psychological model. The model applies to albums, test lyrics, photographs and video music that are interlinked closely and used in advertisements. (1998: Borne and Morris). Morris and Borne (1998) contend that the environmental psychology model provides a simpler emotional response definition than traditional market research. The environmental psychology model suggests an atmosphere that produces a private atmosphere that categorizes happiness, excitement, dominance or purchasing circumstances (Adelaar et al, 2003). This model describes the medium that provides information conveyed by a sound, sight and touch mixture, consistent with Adelaar et al. (2003). It covers different areas of visual and verbal media messages from which people receive information. Verbal and visual information influences the perception of environmental stimuli by consumers (Adelaar et al, 2003).

Research Methodology

In this report, a survey research design was used to collect information or data from consumers in Central India through questionnaire tools. The research population consisted of all consumers in Central India from five districts. Due to various constraints, a non-probability method of purposeful sampling was used in this analysis. The sample was based on data concerning non-probability with 380 respondents for a variety of markets. To explain each question and to prepare the questionnaire in a bilingual language, the respondent's investigator assisted them with the correct and valid information. To better understand the responses of the buyers, different demographic profiles were established for the respondents. The questionnaire is based on the five-point Likert scale starting from 1 (the statement is strongly affected) to 5. (strongly accept as true with the statement). There were four products/elements for each variable.

Table 1: Reliability Analysis



The questionnaire included the self-development of products. Part of the questionnaire was demographic data. Using Cronbach's Alpha, the validity and reliability of the questionnaire were measured. The coefficient of dependability was 0.79. The value of 0.79, which is within the acceptable limit, was over 0.7. This implies that the information gathered was valid and accurate for analysis. In sum, inside the model, there are five variables where there are four independent variables and one variable. Since the data consists of a single dependent variable and several independent variables, multiple regression analysis has been applied, and results have been obtained using SPSS. To validate the theory, multiple regression approaches were used, while descriptive statistics were used to measure percentages and the frequency table.

Table 2: Reliability Analysis

Variables/Items	Items	Cronbach's Alpha
Emotional Response (ER)	04	0.712
Environmental Response (EN)	04	0.873
Brand Awareness (BA)	04	0.800
Stimulated Advertising (SA)	04	0.764

Validity and Reliability

Until questionnaire dissemination in others, a pilot test was carried out on 50 respondents to gather their comments and ensure simplicity and interpretation of the questionnaire, which helped to refine the questionnaire more effectively.

Table 3: Respondents Profile

Particular	Number of Respondents	In Percentage
Gender Profile		
Male (M)	126	39.4
Female (F)	194	60.6
Age Group		
Below 30 Years	78	24.4
30 yrs to 35 yrs	92	28.7
36 yrs to 40 yrs	94	29.4
41 yrs and above	56	17.5
Education		
Secondary School	86	26.9
Higher Secondary School	161	50.3
University Level	73	22.8
Marital status		
Married	202	63.125
Not married/ single	118	36.875
Occupation class		
Business Class	80	25
Government Job Class	112	35
Private Job Class	40	13
Students Class	58	18
Other Occupations	30	9

A favourable comment was received from the 50 respondents and the findings of the pilot test thus ensured that the 50 respondents could appreciate the survey. Emotional reaction, environmental response, brand recognition and stimulated ads were performed in the reliability study. The reliability analysis of the questionnaire is seen in the table below, and the result shows that the consumer's reliability coefficient differed from 0.712 to 0.873.

The questionnaire's reliability coefficient was 0.787. This suggests that the knowledge obtained was accurate and credible enough for research to be used. Walonick (1983) claimed that the above 0.7 values are considered appropriate and that the above 0.8 values are either preferable or fine.

Analysis and Data Interpretation

A total of 380 questionnaires were sent to respondents and 320 were used and examined afterwards. The questionnaire was distributed and gathered on the spot to deter the loss of the questionnaire after permission was received from respondents.

Descriptive Analysis of Data Multiple Regression

The individual meaning of the variables provided will support the further analysis, the study used multiple regression methods to evaluate the formulated theories and the results are summarized in the table below.

Table 3: Results from Multiple Regression

Variables	Coefficient	Str Error	t-statistics	Probability
Emotional Response (ER)	0.459	0.071	6.441	.001
Environmental Response (ER)	0.412	0.067	6.124	.000
Brand Awareness (BA)	0.605	0.088	6.868	.002
Stimulated Advertising (SA)	0.518	0.081	6.381	.003

The study further provides interpretation from multiple regression for variables:

Ho₁: Emotional reaction on advertisement does not have a favourable impact on buyers' behaviour.

The beta value suggests that an improvement in the emotional response (ER) value of 1 unit would result in a 0.459 (45.59 per cent) increase in consumer buying behaviour, with other variables being kept stable. This indicates an emotional response is a function of customer purchasing behaviour. The emotional reaction shows a statistically meaningful special contribution when defining consumer buying behaviour ($P < .01$), while emotional response t-statistics still demonstrated significant positive variation in the dependent variable that is consumer purchasing behaviour ($t = 6.441$, $p < .01$). As a consequence, the null hypothesis is denied, and the alternative hypothesis is accepted, suggesting that emotional response has a major effect on the customer buying behaviour and a favourable interaction with consumer buying behaviour. This finding aligns with the belief that ads motivate clients to emotionally buy products. Before they decide to buy, the mindset that is generated towards advertisements continues to affect consumers' perceptions towards the brand. The emotional response to exposure is a sign of good advertisement.

Ho₂: Environmental response on advertisement does not have a positive effect on buyers' purchasing behaviour.

The beta value shows that a 1 unit increase in the brand environmental response (ERTB) value would result in a 0.412 unit (41.2 per cent) increase in consumer buying behaviour, while other factors are kept stable. This indicates that the environmental reaction to the brand is a function of customer buying behaviour. Environmental brand reaction reveals a statistically important unique contribution to the perception of consumer buying behaviour ($p < .01$), while environmental reaction statistics for the t-brand also revealed significant positive variation in the dependent variable, which is consumer buying behaviour ($t = 6.124$, $p < .01$). The resulting null hypothesis is denied, and alternative theories are adopted, implying that the environmental response to the brand has a direct effect on the consumer buying behaviour and has a favourable interaction with consumer buying behaviour. This finding is consistent with the theory that attitudes towards advertisements help to shape consumers' attitude towards the brand before their purchase plan.

Ho₃: Brand awareness on advertisement does not have a positive effect on buyers' purchasing behaviour.

The beta value indicates that a 1 unit increase in the value of brand recognition (BA) will result in a 0.605 unit (60.5 per cent) increase in customer purchasing behaviour, with other variables kept constant. This implies that brand recognition is a feature of consumers' buying behaviour. Brand recognition shows a statistically significant special contribution to the clarification of customer purchasing behaviour ($P < .01$), although significant positive variance in the consumer purchasing behaviour of dependent variables was accounted for by the t-brand recognition figures ($t = 6.686$, $< .01$). Therefore, the null hypothesis is discarded and alternate hypothesis is accepted, suggesting that brand awareness has an immense effect on the customer buying behaviour and a positive association with consumer buying behaviour. This result aligns with the idea that the customer watches the brand on TV and establishes the likeness of the brand and is ultimately able to purchase it. Therefore, the basic aim of ads is to encourage people to buy products and create awareness.

Ho₄: Induced advertising does not have a positive effect on buyers' spending behaviour.

Beta shows that the rise in the SS value by 1 unit would increase to 0.518 units (51.8 per cent) in purchase output by consumers while staying stable in other variables. This suggests that improved sensory advertising is a feature of customer buying behaviour. In definition, sensory-stimulated advertisement shows a statistically relevant unique contribution. Although the t-statistics of sensory-induced ads revealed considerable positive variation in the dependent variable, which is consumer purchasing behaviour ($t = 6.381$, $< .01$), in the definition of consumer purchasing behaviour ($P < .01$). Therefore, no theory is known that improved sensory advertising affects and has a strong interaction with customer buying behaviour. The result correlates to the concept which is made up of sensory modalities and data rates in the framework of environmental psychology. Sense methods that can influence user experiences are voice, vision, and touch. Users can gain publicity information by manipulating the data rate. This model also refers to the music test lyrics, drawings and music videos that are closely related.

Findings of the study

The results, in the case of each variable, the person β implies a favourable outcome for all. There is a relationship between an independent variable, emotional response and the dependent variable buying behaviour. This is consistent with research conducted by Goldsmith and Lafferty (2002); Romantik & Sharp (2004); Ayanwale et al (2005); Nawazish & Ahmed (2015) There is also a favourable association between the indigenous environmental indicator reaction towards the brand and the variable purchasing behaviour of consumers. This is compatible with Greenley and Foxall's studies (1977); Nawazish and Ahmed (2015); (2012). The relationship between the experimental brand recognition and the variable customer purchasing behaviour thus persists positively. Bijmolt et al (1998); Goldsmith and Lafferty have studied this (2002). The independent variable sensory-enhanced ads and the dependent variable purchasing behaviour are positive. This is consistent with the study of Adelaar et al (2003); Ghulam et al (2012) The entire review reveals that the vector intake behaviour, where meanwhile the meaningful value (p) is smaller than 0.01, F value (p) was lowered by separate emotional factors, ambient reactions to products, brand consciousness and sensory induced ads. R².669 shows that the model suits well. This means that a shift in the explanatory variables accounts for 66.9 per cent of the deviations in the consumption enforcement, which implies that the model has strong explanatory control over the differences in customer purchasing output across variables.

Conclusion

It has been concluded that he or she has strong predictive factors, emotional reaction, ambient response to brands, market recognition and sensory stimulation ads. The t-ratio is statistically important in all factors. The findings are literature compatible. The study provides scope of importance to the following stakeholders.

1. Companies/organizations: This study will enable organizations to identify potential strategies and methods for promoting their goods and services. Brand managers will be essential to help them market their products/services and make equal profits.

2. Consumers: it would build brand recognition and inspire them to shop for the merchandise emotionally. We suggest that the public be closely considered to identify their buying habits and purchase behaviour, to ensure effective publicity. We recommend that effort should be centred on emotion-related ads since customer sponsorship is strongly influenced by their emotion. Stimulated advertisement is advised to impact customer purchasing behaviour, as meaningful forms may affect user interactions and cause the information to be made from advertising.

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